



General Services Administration
Office of the Chief Information Officer (OCIO)

Statement of Objectives (SOO)

For
Enterprise Web Conferencing Services

August 6, 2018

Source Selection Information (See FAR 3.104)

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1.0 BACKGROUND

The General Service Administration (GSA), Office of the Chief Information Officer (OCIO), is pursuing the acquisition of web conferencing services, specifically Software as a Service (SaaS), from a commercial provider of Cloud Computing services and software. GSA would also consider an on-premise solution if it has been identified as providing better value to the Government. While a combination of the two is possible, the resultant solution shall be seen as one Enterprise system.

Continued downward budgetary pressure in the Federal Government calls for improving innovation, efficiency and effectiveness in Federal Information Technology (IT). The White House recommends that agencies adopt innovations and implement projects that increase efficiencies by optimizing common services and solutions across the enterprise and utilizing market innovations such as Cloud Computing services. GSA has historically sought new ideas in technology that would increase customer focus and service to the public. The current possibilities and value in sorting, sharing, and networking collective information can be enhanced by commercially available services.

GSA typically conducts close to 2,500 Adobe Connect Meetings weekly, with an average meeting size of five (5) participants; however, recently GSA has been using Google Hangouts to conduct meetings less than 50 attendees. This has reduced the number of smaller meetings while the need for larger sessions still exists in support of recorded meetings and training sessions. There are approximately 1.5 million meeting minutes and 1.4 million audio minutes used per week. Annually, the system usage ranges from 60 - 90 million audio minutes. The current Web Conferencing solution allows any of GSA's approximately 16,000 employees to Host Web conferencing meetings at any time to audiences within GSA and external to the agency.

CURRENT ENVIRONMENT

The existing web conferencing infrastructure at the GSA consists of a hosted Adobe Connect environment which provides the capability to support up to 1,500 concurrent users, with surge capability to 2,000 as needed. Additionally there is also one seminar / training room capable of supporting 1 to 1,500 attendees. Each audio conference provides up to 300 users with the ability to be called and/or call in to the bridge that supports the web conference. For recorded sessions, there is a maximum of 1 TB of cloud storage available. These recordings can be downloaded by users as needed for future reference and records management. Due to the size of some of these recordings, larger files periodically must be deleted to ensure GSA does not exceed storage capability. The system is integrated with Eloqua and Salesforce.

- The infrastructure supporting the GSA is based on:
- Cisco Telepresence Management System V 15.6.1 and Cisco Meeting Server V 2.3.3 Teleconferencing infrastructure
- Cisco Unified Communications Manager 10.5.2 Cisco Unity Connection 10.6
- Cisco Unified Presence Server 10.5.2
- Cisco Jabber 12

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- Cisco desk phones
- SecureAuth 9.1 for SAML 2.0 authentication

With shrinking travel budgets, GSA requires a greater use of these collaborative tools to support its mission and critical position within the Federal Government.

2.0 SCOPE

GSA is seeking a cost effective cloud solution that will reduce the Government's financial burden and provide its users with a more timely implementation of new versions and features. The intent of this procurement is to provide a web conferencing solution that can meet the needs of all 16,000 GSA employees for web meetings and trainings through a primarily web-based, SaaS services and support contract that provides a highly innovative, creative, cost-effective, and evolving environment. The solution should be optimized for scalability to address both concurrent user needs (1500+) for every day meetings and large sessions (such as 1500, 1000 and 500 participants) for specialized events. This may include adjusting everyday concurrent users with the need to host larger events through designated rooms. The ideal solution would be an integrated tool set through which the government monitors performance metrics and that allows the Government to manage through roles and business rules rather than physical control of assets and direct software licensing. The Government believes that traditional outsourcing and system integration support is insufficiently adaptive and costly and should be replaced by commodity services with a SaaS Cloud Computing offering.

This Statement of Objectives (SOO) reflects the Government's desires to achieve the following:

1. Replacement of the current conferencing solution;
2. Provision an effective collaborative working environment;
3. Reduction of the government's in-house system maintenance burden by providing related business, technical, and management functions; and
4. Application of appropriate security and privacy safeguards.

The web conferencing system will meet industry performance standards, offer the necessary redundancy and contingency features to meet GSA's needs, and provide state-of-the-art technology enhancements to improve user experience and minimize service disruption. The ideal solution will involve no software development work and minimal integration effort past implementation. The cost of operation will also be significantly reduced.

The scope of the resulting contract will include all Cloud Computing and support services required to transition, deploy, operate, maintain, and safeguard an enterprise-wide Web Conferencing environment. GSA will maintain customer (user) support to receive Tier 1 trouble calls or requests for assistance and interface with the appropriate technical support. No direct customer support is required from this solicitation after initial customer training has been conducted. Only technical and system administration staff will interface directly with the Offeror.

3.0 PLACE AND PERIOD OF PERFORMANCE

All work on this requirement shall be performed in a virtual environment between the Contractor and GSA teams nationwide. The period of performance for this requirement is a base period plus four 12-month options to be exercised according to the following schedule:

BASE YEAR - 11/01/2018- 10/31/2019

OPTION YEAR 1 - 11/01/2019 – 10/31/2020

OPTION YEAR 2 - 11/01/2020 - 10/31/2021

OPTION YEAR 3 - 11/01/2021 - 10/31/2022

OPTION YEAR 4 - 11/01/2022 – 10/31/2023

3.1 TRAVEL

This task order does not anticipate the requirement of any non-local travel. The Government will reimburse the Contractor if expenses are incurred as it relates to Government required training and conferences. These reimbursable costs must be authorized in advance by the CO and adhere to the Office of Government-wide Policy's Federal Travel Regulations (FTR) guidelines. Travel expenses will be submitted on incident basis, if needed, and approved by the CO prior to travel occurring. Local travel is not reimbursable. Local travel is defined as within fifty (50) miles of the places of performance listed in Section 3.0 above.

4.0 PERFORMANCE OBJECTIVES

At a minimum, this SOO supports the following goals:

4.1 REPLACEMENT OF CURRENT CONFERENCING SOLUTION:

Replace or supplement the current web conferencing environment with Cloud-based web conferencing services that are integrated as seamlessly as possible and improve business performance by providing GSA users with expanded and new capabilities that reflect industry standards:

1. Enhanced, state-of-the-art web conferencing functionality for meeting sizes from 1 to 1,500 attendees.
2. Scalability to add users and conference sessions as needed.
3. Expanded access to the best of breed/state-of-the-art web conferencing tools that enhance GSA's ability to conduct business.
4. Secure recording capabilities such that GSA can securely obtain recordings of online meetings and trainings in a standard format (including but not limited to MP4) that can be readily made Section 508 compliant and available to GSA employees or the general public, as appropriate.
5. Ability to permanently remove a recording from all internal accounts and from the service provider's systems.
6. Frequent technology updates and/or enhancements that give GSA users access to the most current, commercially available service offerings.

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7. Allows any GSA employee to conduct virtual meetings at any time and resemble face to face meetings as similarly as possible without requiring travel. Meetings shall be conducted from within GSA's network as well as from outside GSA's network (through the use of mobile technologies to include Virtual Private Network Virtual Private Network (VPN), Citrix and Virtual Desktop Interface (VDI).
8. Secure Single Sign-on (SSO) authentication for those organizing the meetings using at least 2-factor authentication from any location on any device.
9. Allows access to invitees, internal and external to the agency, while also limiting access to authorized personnel only.
10. Protects all GSA data in accordance with National Institute of Standards and Technology (NIST) and Federal Information Security Management Act (FISMA) standards.
11. Interactive meeting functions including but not limited to: Screen Sharing, Whiteboarding, Video Player, Live Video, Audio Bridge via PC or telephone, Chat, Q & A, Participant polling and host/presenter exchange.
12. Access from PCs (Windows 7 & 10), MACs and mobile devices (Apple and Android)
13. Explains the solution's capability to provide reservation and scheduling of meetings
14. Explain the solution's capability and tools to provide metrics and threshold alerts for usage.
15. Explain the solution's capability and tools to limit bandwidth during large meetings or other times of high demand.

4.2 EFFECTIVE COLLABORATIVE WORKING ENVIRONMENT:

Conduct a seamless and expedited transition from the current environment to the new web conferencing solution with minimal disruption to business operations while ensuring data integrity:

1. Develop an executable exit strategy that enables transition to another solution should this become necessary in the future. Web-based training and end user communications need to be included in these strategies.
2. Improves workforce efficiency and effectiveness while reducing costs through enterprise- wide standardization of business operating procedures and near 100% user adoption of expanded functions and new capabilities.

4.3 DEPENDABILITY AND RELIABILITY OF NEW SOLUTION

Ensure the web conferencing solution is customizable, extendable and provides a high degree of reliability and availability.

1. Provides 24x7 troubleshooting service for inquiries, outages, issue resolutions, etc.

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2. Allows employees to easily create and start conferences, integrating with GSA's email and calendar system (based on Google Apps) and Agilquest hoteling solution wherever possible.

4.4 RELATED BUSINESS, TECHNICAL, AND MANAGEMENT FUNCTIONS

The web conferencing solution provider will deliver outstanding management and customer support by:

1. Reducing the government's burden related to the management of web conferencing capabilities.
2. Providing GSA Systems Administrators with 24x7 visibility into the managed Cloud services through a real-time, web-based "dashboard" capability that enables them to access the status of the services, i.e. to monitor, in real or near real time, the key performance indicators of the system against the established Service Level Agreements (SLAs) and promised operational parameters.
3. Providing GSA Systems Administrators with system reports either from a web portal and/or via email for usage, bandwidth, storage, metrics, analytics and meeting information and as described in the deliverable section.
4. Procure Cloud services from a provider offering comprehensive, meaningful, timely and self-explanatory invoices for managed services.
5. Providing Cloud services from a provider offering meaningful and timely reporting and analytics that provide GSA with current and comprehensive information regarding technical and management performance (summarizing projected vs. actual measures).
6. Providing thorough reporting capabilities such that GSA Administrators and Meeting Hosts can get detailed reports about past, present, and planned meetings.

4.5 APPLICATION OF APPROPRIATE SECURITY AND PRIVACY SAFEGUARDS

Adheres to the Security and Privacy level controls that are required by regulation and are consistent with industry best practices:

1. The service must be based on open-standards APIs that enable integration with third party applications.
2. Compatibility with commercially available office automation suites.
3. Maintains a redundant web conferencing infrastructure that will ensure access for all GSA users in the event of failure at any one provider location.
4. Includes effective contingency planning (including backup and disaster recovery capabilities).
5. Explains the solution's capability to provide metrics and threshold alerts for voice quality. This may include proactive monitoring of voice traffic by

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measuring capacity, latency, voice loss and voice jitter over the connection between locations.

7. Meets the security standards for Moderate Impact systems as described in NIST SP 800-53 with an accepted Certification and Accreditation (C&A).
8. All data processed on the system is considered to FISMA Moderate
9. Meets Fedramp certification of a Cloud-based solution. Details about Fedramp Certification can be found on gsa.gov at: <http://www.gsa.gov/portal/category/102371>. Per OMB policy prior to award the system must be FedRamp compliant in accordance with instructions found at FedRamp.gov
10. Adheres to the Privacy Act, Title 5 of the U.S. Code, Section 552a and applicable agency rules and regulations.
11. Allows access for those with special requirements in accordance with Section 508.
12. Provides a security management environment that meets the requirements of GSA's CIO IT Security Procedural Guide CIO-IT Security-09-48, Security Language for IT Acquisition Efforts, including:
 - Required Policies and Regulations for GSA Contracts
 - GSA Security Compliance Requirements
 - Certification and Accreditation (C&A) Activities
 - Reporting and Continuous Monitoring
 - Additional Stipulations (as applicable)

5.0 DELIVERABLES

The deliverables are required by CIO-IT Security-09-48 to support system certification. Specific requirements for evidence of security controls to be submitted with offeror proposals are detailed in Instructions to Offerors and in Attachment 2.

5.1 DELIVERABLES TABLE

Deliverable	Frequency
System Security Plan	Draft due 45 days after contract award
Completed Assessment Package	Draft due 90 days after contract award Final due 10 days after Government's review
Invoices	10th calendar day of Month - Original

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	<p>to https://vcss.ocfo.gsa.gov</p> <p>- Copy to Government PM/COR/CO</p> <p>Invoices shall identify the hours worked and /or deliverables and their associated costs in dollars.</p> <p>Invoices for any optional NTE tasks shall identify each individual contractor along with dates and hours charged against task.</p>
Meeting Reports	<p>As requested by the government</p> <p>- Copy to Government PM/COR</p> <p>Reports shall show a list of meetings and include usage and participant totals</p>
Usage Reports, Metrics and Analytics	<p>Weekly (or accessible via portal)</p> <p>- Copy to Government PM/COR</p> <p>Reports shall show current storage utilization used for recordings (if applicable)</p> <p>Reports shall summarize meeting information for usage along with any metrics or analytics information to aid in the overall management, budget control and system use.</p>

5.2 INSPECTION AND ACCEPTANCE

The contractor is expected to ensure proper control and coordination of all deliverables to ensure timely delivery. Unless otherwise stated, the Government will review deliverables and notify the contractor of acceptance or non-acceptance within 5 business days. Representatives

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of the contractor shall meet with the COR and other members of the Government as necessary to review status of deliverables.

Notwithstanding the foregoing, any deliverable requiring acceptance by the Government shall be deemed to be accepted by the Government if no written notice of nonconformity has been received by the Contractor within the acceptance period

5.3 QUALITY CONTROL

The contractor is expected to develop and maintain an effective quality control program to ensure the performance objectives are met. The contractor is expected to develop and implement procedures to identify, prevent, and ensure non-recurrence of defective services. The contractor's quality control program is the means by which it assures itself that its work complies with the requirements of the contract.

6.0 PERFORMANCE MEASURES

The Contractor is expected to develop Performance measures and metrics that are a direct correlation to the Performance Objectives outlined in Section 4.0. The Government will develop and utilize a Quality Assurance Surveillance Plan (QASP) throughout the life of the contract to ensure that the contractor is performing the required services in an acceptable manner. The Government reserves the right to alter or change the surveillance methods in the QASP at its own discretion. A Performance Based Service Assessment Survey will be used in combination with the QASP to assist the Government in determining acceptable performance levels.

7.0 ADMINISTRATION

7.1 ELECTRONIC INVOICING

All invoicing will be done electronically. Password and electronic invoice access may be obtained through VCSS (<http://vcss.ocfo.gsa.gov>). Billing and payment shall be accomplished in accordance with this clause. The contractor shall have the invoice certified by the client representative. The contractor's invoice will be for no less than one month. The contractor may invoice only for the hours, travel, and/or unique services ordered by GSA. A copy of the invoice will be submitted to the COR.

7.2 GOVERNMENT POINTS OF CONTACT

Sharmel Lane, Contracting Officer
GSA, OAS, Office of Internal Acquisition
1800 F Street NW
Washington, DC 20405
Sharmel.Lane@gsa.gov

Tennille Spence, Contracting Officer's Representative
GSAIT
333 W Broadway Room 1001
San Diego CA 92101-3823
tennille.spence@gsa.gov

8.0 OPERATING CONSTRAINTS

This section lists laws, rules, regulations, standards, technology limitations and other operating constraints that the service and/or service provider must adhere to or work under.

8.1 ACCESS CONTROL

User access to the web conferencing solution must be integrated with GSA's Active Directory, to support single sign-on capability for users, to ensure that every user account in the web conferencing system is tied to an Active Directory account, and to ensure that if a user is disabled or deleted in Active Directory, the web conferencing system will prevent user access to host future meetings.

8.2 AUTHENTICATION

The web conferencing system shall support authentication using the GSA's Entrust[®] PKI. It is envisioned that in the future all users will authenticate with the Entrust[®] PKI and use the Identity, Credentials, and Access Management (ICAM) access card; for the present some users will continue to be authenticated by user name and password, and this method must also be supported.

8.3 HSPD-12 PERSONNEL SECURITY CLEARANCES

Acquired services shall comply with the following regulations and requirements:

Homeland Security Presidential Directive-12 requires that all federal entities ensure that all contractors have current and approved security background investigations that are equivalent to investigations performed on federal employees.

The Contractor shall comply with GSA order 2100.1 – IT Security Policy, GSA Order ADM 9732.1C – Suitability and Personnel Security, and GSA Order CIO P 2181 – HSPD-12 Personal Identity Verification and Credentialing Handbook. GSA separates the risk levels for personnel working on federal computer systems into three categories: Low Risk, Moderate Risk, and High Risk. Criteria for determining which risk level a particular contract employee falls into are shown in Figure A-1 of GSA ADM 9732.1C. The Contractor shall ensure that only appropriately cleared personnel are assigned to positions that meet these criteria.

Those contract personnel determined to be in a Low Risk position will require a National Agency Check with Written Inquiries (NACI) or equivalent investigation.

Those Applicants determined to be in a Moderate Risk position will require either a Limited Background Investigation (LBI) or a Minimum Background Investigation (MBI) based on the Contracting Officer's (CO) determination.

Those Applicants determined to be in a High Risk position will require a Background Investigation (BI).

The Contracting Officer, through the Contracting Officer's Representative (COR) or Program Manager will ensure that a completed Contractor Information Worksheet

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(CIW) for each Applicant is forwarded to the Federal Protective Service (FPS) in accordance with the GSA/FPS Contractor Suitability and Adjudication Program Implementation Plan dated 20 February 2007. FPS will then contact each Applicant with instructions for completing required forms and releases for the particular type of personnel investigation requested.

Applicants will not be reinvestigated if a prior favorable adjudication is on file with FPS or GSA, there has been no break in service, and the position is identified at the same or lower risk level.

After the required background investigations have been initiated, the Contractor may request authorization for employees whose investigations are pending to access systems supporting GSA e-mail and collaboration applications. The GSA Chief Information Officer may grant this authorization based on determination of risk to the government and operational need for the support of these applications.

8.4 NON-DISCLOSURE AGREEMENTS

Standard non-disclosure statements shall be provided as required for system administration personnel who may have access to government data in the course of their duties.

8.5 ACCESSIBILITY

Requirements for accessibility based on [Section 508 of the Rehabilitation Act of 1973](#) (29 U.S.C. 794d) are determined to be relevant. All electronic and information technology services and deliverables (EIT) procured through this task order shall meet the applicable [Section 508 technical standards - Subpart B](#). The vendor shall further provide a completed Government Product/Service Accessibility Template (GPAT) which is found in Attachment 7 of this solicitation. The GPAT is used as the vendor verification on how their product/service complies with the Section 508 technical standards (Subpart B). The vendor may submit the [Voluntary Product Accessibility Template](#) (VPAT) in lieu of the GPAT. Generally accepted inspection and test methods corresponding to the identified Section 508 standards are reflected in the EIT Acceptance Guide found at Attachment 8.

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8.6 DATA

All data (e-mail traffic, contact information, calendar contents, etc) is and shall remain the property of the government. The Contractor shall ensure that the government retains access and download capability of all data for research, investigation, transfer, or migration to other systems.

8.7 CONFIDENTIALITY, SECURITY, AND PRIVACY

The Contractor shall be responsible for the following privacy and security safeguards:

- (a) The Contractor shall not publish or disclose in any manner, without the Contracting Officer's written consent, the details of any safeguards used by the Contractor under the resulting contract or otherwise provided by or for the government.
- (b) To the extent required to carry out a program of inspection to safeguard against threats and hazards to the security, integrity, and confidentiality of any non-public government data collected and stored by the Contractor, the Contractor shall afford the government access to the Contractor's facilities, installations, technical capabilities, operations, documentation, records, and databases.
- (c) If new or unanticipated threats or hazards are discovered by either the government or the Contractor, or if existing safeguards have ceased to function, the discoverer shall immediately bring the situation to the attention of the other party.
- (d) The Offeror's solution must comply with the GSA CIO IT Security Procedural Guide CIO- IT Security-09-48, Security Language for IT Acquisition Efforts (see Attachment X) as required for a Moderate Impact system.
- (e) Work on this project may require or allow contractor personnel access to Privacy Information. Personnel shall adhere to the Privacy Act, Title 5 of the U.S. Code, Section 552a and applicable agency rules and regulations.
- (f) All data at rest will reside within the contiguous United States, the District of Columbia, and Alaska (CONUS) with a minimum of two data center facilities at two different and distant geographic locations

9.0 APPLICABLE CLAUSES

52.217-5 EVALUATION OF OPTIONS (JULY 1990)

Except when it is determined in accordance with FAR [17.206](#)(b) not to be in the Government's best interests, the Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. Evaluation of options will not obligate the Government to exercise the option(s).

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52.217-8 OPTION TO EXTEND SERVICES (NOV 1999)

The Government may require continued performance of any services within the limits and at the rates specified in the contract. These rates may be adjusted only as a result of revisions to prevailing labor rates provided by the Secretary of Labor. The option provision may be exercised more than once, but the total extension of performance hereunder shall not exceed six months. The CO may exercise the option by written notice to the Contractor within thirty calendar days prior to contract expiration.

52.217-9 OPTION TO EXTEND THE TERM OF THE CONTRACT (MAR 2000)

(a) The Government may extend the term of this contract by written notice to the Contractor within ten calendar days before the contract expires; provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least thirty calendar days before the contract expires. The preliminary notice does not commit the Government to an extension.

(b) If the Government exercises this option then the extended contract shall be considered to include this option clause.

(c) The total duration of this contract, including the exercise of any options under this clause, shall not exceed five (5) years.

52.204-14 SERVICE CONTRACT REPORTING REQUIREMENTS (JAN 2014)

(a) Definition.

First-tier subcontract means a subcontract awarded directly by the Contractor for the purpose of acquiring supplies or services (including construction) for performance of a prime contract. It does not include the Contractor's supplier agreements with vendors, such as long-term arrangements for materials or supplies that benefit multiple contracts and/or the costs of which are normally applied to a Contractor's general and administrative expenses or indirect costs.

(b) The Contractor shall report, in accordance with paragraphs (c) and (d) of this clause, annually by October 31, for services performed under this contract during the preceding Government fiscal year (October 1–September 30).

(c) The Contractor shall report the following information:

(1) Contract number and, as applicable, order number.

(2) The total dollar amount invoiced for services performed during the previous Government fiscal year under the contract.

(3) The number of Contractor direct labor hours expended on the services performed during the previous Government fiscal year.

(4) Data reported by subcontractors under paragraph (f) of this clause.

(d) The information required in paragraph (c) of this clause shall be submitted via the internet at www.sam.gov. (See SAM User Guide). If the Contractor fails to submit the report in a timely manner, the contracting officer will exercise appropriate contractual remedies. In addition, the Contracting Officer will make the Contractor's failure to comply with the reporting requirements a part of the Contractor's performance information under FAR subpart 42.15.

(e) Agencies will review Contractor reported information for reasonableness and consistency with available contract information. In the event the agency believes that revisions to the Contractor reported information are warranted, the agency will notify the Contractor no later

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than November 15. By November 30, the Contractor shall revise the report, or document its rationale for the agency.

(f)

(1) The Contractor shall require each first-tier subcontractor providing services under this contract, with subcontract(s) each valued at or above the thresholds set forth in 4.1703(a)(2), to provide the following detailed information to the Contractor in sufficient time to submit the report:

(i) Subcontract number (including subcontractor name and DUNS number); and

(ii) The number of first-tier subcontractor direct-labor hours expended on the services performed during the previous Government fiscal year.

(2) The Contractor shall advise the subcontractor that the information will be made available to the public as required by section 743 of Division C of the Consolidated Appropriations Act, 2010

52.232-18 AVAILABILITY OF FUNDS (APR 1984).

Funds are not presently available for this contract. The Government's obligation under this contract is contingent upon the availability of appropriated funds from which payment for contract purposes can be made. No legal liability on the part of the Government for any payment may arise until funds are made available to the Contracting Officer for this contract and until the Contractor receives notice of such availability, to be confirmed in writing by the Contracting Officer.

10.0 INSTRUCTIONS TO OFFERORS

10.1 PROPOSAL AND SUBMISSION INSTRUCTIONS

The Offeror shall prepare and deliver technical and price quotes that shall be evaluated in determining the “best value” to the Government. All quotes shall be submitted no later than **10:00AM, Eastern Standard Time (EST) on Wednesday, August 28, 2018.**

Quotations shall be submitted in eBUY **AND** via e-mail to: sharmel.lane@gsa.gov.

Offerors shall submit each of the volumes in a separate document. Technical quotes shall not contain any pricing information. Any assumptions that impact the technical requirements specified by the Government will be clearly identified with an underlying basis within the technical volume.

Each volume shall include a table of contents indicating page numbers for each section, figure, and table. Each section must start on a new page. Offerors must submit written questions to sharmel.lane@gsa.gov **no later than 12:00PM Eastern Standard Time (EST) on or before August 20, 2018** using the format in **Attachment 3**. Any questions received after this date and time will not be considered. Responses to all Contractor questions will be issued as an amendment to the RFQ by **9:00AM Eastern Standard Time Wednesday, August 22, 2018.**

All documents shall be delivered as electronic documents and formatted to fit on 8 1/2” by 11” paper with no less than 1-inch margins on all four sides of each page. The font shall be Times New Roman and the size of all text shall not be less than 12pt. Font sizes smaller than 10 point excluding tables, figures, and graphs will not be accepted.

11.0 BASIS FOR AWARD

Award will be made to the responsible Offeror whose offer, conforming to the RFQ, is determined to be the best overall value to the Government, price and other factors considered, pursuant to FAR 8.405.

Best value evaluation is, in and of itself, a subjective assessment by the Government of the proposed solution that provides the optimal results to the Government, price and other factors considered. Subjectivity is inherent in the process and is the cornerstone of the source selection decision. In an effort to provide insight to the VETS 2 GWAC holders as to the decision making process of the Government, the following information is provided:

Evaluation will be made on two factors – Technical and Price. In the evaluation, technical is significantly more important than price. While price is not as important as Technical, it does have significance to the Government.

In rating the technical quotes, there are four (4) technical factors (Functionalities of Proposed Solution, Project Implementation Plan/Training Schedule, Professional Staffing and Past Performance) listed in order of importance. Functionalities of Proposed Solution is significantly more important than Project Implementation Plan/Training Schedule, Professional Staffing and Past Performance. Project Implementation Plan/Training Schedule is slightly more important than Professional Staffing and Past Performance. Professional

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Staffing is more important than Past Performance.

The Government will perform a price/technical trade-off analysis in accordance with the above methodology and select the offer that provides the best value. The Government intends to use the trade-off process in selecting a quote that is most advantageous. The tradeoff process is a method of evaluating price and other factors as specified in the RFQ to select the offer that provides the best value to the Government. The process permits trade-offs among price and technical factors. Because the trade-off process allows an award to be made to the offer that provides the Government with the best value, it also allows the Government to accept other than the highest technically rated offer and other than the lowest priced offer.

The Government intends to award without discussions. The Government reserves the right to conduct discussions if it is later determined by the Contracting Officer to be necessary.

12.0 TECHNICAL EVALUATION

12.1 TECHNICAL EVALUATION FACTOR 1: FUNCTIONALITIES OF PROPOSED SOLUTION

Basis of Evaluation: Contractors will be evaluated on their performance work statement to determine whether the proposed technical approach is sound and most suitable to this effort with the least risk of the overall solution to Government. The Contractor shall describe the functionality of their proposed solution and demonstrate how this best meets the objectives of the SOO and Attachment 1, Web Conferencing Features Matrix.

12.2 TECHNICAL EVALUATION FACTOR 2: PROJECT IMPLEMENTATION PLAN/TRAINING SCHEDULE

Basis of Evaluation: The contractor shall provide a detailed project implementation plan/training schedule that describes their strategy for achieving the performance objectives outlined in Section 4.0.

12.3 TECHNICAL EVALUATION FACTOR 3: PROFESSIONAL STAFFING

Basis of Evaluation: The contractor shall identify key personnel and project roles as well as provide a project organizational chart that reflects all management and leadership personnel and lines of communication. A summary of related experience for each proposed personnel shall include specific expertise of the person as it relates to objectives, and their proposed role for this project.

Key personnel shall demonstrate knowledge and relevant skills necessary to successfully perform the task order requirements.

12.3 FACTOR 4: PAST PERFORMANCE

Basis of Evaluation: Past Performance will be evaluated in two (2) ways. Contractors should include concise descriptions of three (3) past performance references, similar in size and scope of this SOW as described below, and performed during the past three (3) years using the Past Performance References Form in **Attachment 4**. This form must be

Source Selection Information (See FAR 3.104)

completed fully to be considered meeting this part of the evaluation factor

12.3.1 STEP 1

The Contractor shall submit three (3) references;

- At least two (2) of the three required references shall include the Contractor as the Prime Contractor on a contract having dollar values of at least \$750,000 annually. The third reference may include the Contractor as a Prime or Subcontractor on a contract having dollar value of at least \$1,000,000 annually and
- Scope which includes a user community of 5,000 or more users.

Sufficient information should be provided to allow the Government to evaluate the reference's applicability and confirm the completion of Step 1. The Contractors shall be held accountable for providing accurate contact information in the quote, failure to do so could result in an insufficient evaluation of the Past Performance.

12.3.2 STEP 2

Contractors are to distribute "Past Performance Questionnaire" (**Attachment 5**) to all past performance references submitted in proposal. Questionnaires are to be completed by references and forwarded directly to the Contracting Officer at sharmel.lane@gsa.gov. Documentation of whom Past Performance Questionnaires were distributed to shall be included in the Offeror's Technical volume. **Completed questionnaires must be received no later than 10:00AM Eastern Time on Wednesday, August 28, 2018.** The Offeror is responsible for assuring that the references are furnished and their contact information are current, complete, and accurate. It shall not be the CO's responsibility to follow-up with references who do not respond or for whom the contact information is inaccurate.

Offerors who do not have at least one (1) "Past Performance Questionnaire" **submitted to GSA by 10:00AM Eastern Time, Wednesday, August 28, 2018 will be evaluated as not meeting this evaluation factor.**

13.0 PRICE EVALUATION

The Offeror shall furnish a comprehensive solution to include all materials, tools, equipment, expertise, and labor to perform the work required by this solicitation and the awarded task order. The Contractor shall perform all work in accordance with this task order. The Offeror shall provide a firm fixed price to perform all the tasks identified in this RFQ. Any assumptions that impact the pricing specified by the Government will be clearly identified with underlying basis within the pricing volume. For evaluation purposes, the Offeror shall provide the associated labor categories.

The Contractor shall submit pricing for each task area delineated by period of performance, as outlined in the Required Price Quote Template, **Attachment 6**. GSA will evaluate the Contractor's pricing for reasonableness and overall best value to the Government. Contractor's pricing shall establish confidence for successful performance and completion of the SOW requirements.

14.0 SUMMARY OF EVALUATION

The proposal font must be font face Times Roman size 12, with standard compression. Graphs and charts must use font size not less than 10. The evaluation will not consider any information on pages exceeding the page limitation or smaller than the allowed font size. A Contractor providing a cut and paste of the SOW rather than demonstrating how the firm will meet the SOW requirements will be evaluated as a deficiency for the technical evaluation factor. The below table shows the page limits to which Offeror submissions must adhere.

Technical Evaluation	Page Limit and Submission Process	Submission Items
n/a	Maximum of three (3) pages	Transmittal Cover Letter
Evaluation Factor 1	Maximum of thirty (30) pages	Functionalities of Proposed Solution
Evaluation Factor 2	Maximum of five (5) pages	Project Implementation Plan/Training Schedule.
Evaluation Factor 3	Maximum of six (6) pages	Resumes
Evaluation Factor 4	Maximum of ten (10) pages	3 Past Performance references with required information
Price Evaluation	Page Limit and Submission Process	Submission Items
Price Evaluation	Excel Price Template	Price

ATTACHMENTS

- 1: Web Conferencing Feature Matrix Attachment
- 2: Security Language for IT Acquisition Efforts
- 3: Q & A Template
- 4: Past Performance References Form
- 5: Past Performance Questionnaire
- 6: Required Price Quote Template
- 7: Quality Assurance Surveillance Plan (QASP)